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The Eighth Edition of this bestselling introductory text features a comprehensive, updated survey of all key business functions: management, marketing, accounting, finance, and information technology. Core topics highlighted within these functional areas include ethics and social responsibility, small business concerns, different forms of business ownership, and international business concepts. In light of current business conditions, this edition also addresses the nation's economic problems, corporate credibility and efforts to improve accounting standards, the dot-com meltdown, entrepreneurial businesses, diversity, globalization, e-business, and other timely issues. Likewise, the authors have integrated more information on employment trends to help students choose a career and compete in a fickle job market. Updated and enhanced coverage of e-Business--in boxed features, examples, illustrations, and discussions throughout the text--reflects this sector's growing importance. In addition, Navigating the World of E-Business (Chapter 4) has been completely revamped to cover key concepts, as well as the strategies and challenges facing current businesses. Pedagogical tools have also

been revised, including all new Inside Business cases at the beginning of each chapter and closing Return to Inside Business features. These sections follow up on the opening case with additional information, posing questions that stress the practical application of chapter concepts. All boxed features that focus on real business or workplace issues have been replaced. These boxes cover major themes, including Adapting to Change, Talking Technology, Examining Ethics (with Issues to Consider that stimulate critical thinking and facilitate discussion), Going Global, and Exploring Business. Using the Internet boxes continue to point students to relevant web sites for more information on concepts, companies, or issues covered in each chapter--prompting them to conduct independent research. The Eighth Edition also features two new Spotlight features per chapter, illustrating facts with appealing and easy-to-understand visuals that help students to understand the material. Due to its loose-leaf format, this text sells for considerably less than standard hardcover books and also provides students with greater flexibility. They can insert their own notes or class handouts into any chapter, bring only the chapters they need to class, or organize the

contents to follow their instructor's syllabus. The Study Guide is perforated and three-hole punched so that the materials can be easily integrated with the textbook. New! Building a Business Plan features now appear at the end of every Part, helping students to write their own business plans incrementally over the course of a semester or during class. Chapter 6 also includes revised coverage of business plans. New! Running a Business, an ongoing video case featured at the end of each Part, provides students with an insider's vantage point of Finagle-A-Bagel, a bagel bakery and cafe. Through this firsthand look at one business's day-to-day operations, students gain a better understanding of the real challenges faced by entrepreneurs. Students can also practice applying what they have learned by analyzing the problems, solutions, and actions taken at Finagle-A-Bagel. New! All end-of-chapter videos are new and focus on companies such as Stonyfield Farm, New Belgium Brewing, Subway, Bay Partners, Remington, Wal-Mart, JetBlue, Financial Fusion, and Merrill Lynch Direct. These cases combine with three other video tools--one brief chapter overview and two key concept segments--for a total of 13 to 20 minutes of video per chapter. New! All photos and advertisements are new. As in past editions, captions clarify how these real-world visuals illustrate key concepts under review. New! The Business

Bonus Pack: Your Guide to an A accompanies every new copy of the text and includes four Audio Review CDs, an HM eStudy CD-ROM, and helpful tips on how students can integrate these study aids with the textbook, study guide, and textbook web site in order to reach their academic goals. Remastered and edited to achieve complete compatibility with the Eighth Edition, the Audio Review CDs contain 10 to 12 minute summaries of key terms and topics for every chapter. The new HM eStudy CD-ROM includes learning objectives in essay-question format, glossaries, chapter summaries, brief chapter outlines that students can annotate, chapter previews with video overviews for selected chapters, ACE Practice Tests (different from those on the web site and in the printed study guide), and Business Plan worksheets. New! Master the Class, a game simulation by John Drea (Western Illinois University), allows instructors to review key concepts with their students in a fun and interactive way. This program is available on the HM ClassPrep CD-ROM and the instructors' web site. New! Eduspace is Houghton Mifflin's online learning tool. Powered by Blackboard, Eduspace is a customizable, powerful and interactive platform that provides instructors with text-specific online courses and content. It includes chapter homework and per-question feedback as well as At Issue and Discussion questions for in-class discussion. The story of Texas is the story of struggle

and triumph in a land of extremes. It is a story of drought and flood, invasion and war, boom and bust, and of the myriad peoples who, over centuries of conflict, gave rise to a place that has helped shape the identity of the United States and the destiny of the world. "I couldn't believe Texas was real," the painter Georgia O'Keeffe remembered of her first encounter with the Lone Star State. It was, for her, "the same big wonderful thing that oceans and the highest mountains are." Big Wonderful Thing invites us to walk in the footsteps of ancient as well as modern people along the path of Texas's evolution. Blending action and atmosphere with impeccable research, New York Times best-selling author Stephen Harrigan brings to life with novelistic immediacy the generations of driven men and women who shaped Texas, including Spanish explorers, American filibusters, Comanche warriors, wildcatters, Tejano activists, and spellbinding artists—all of them taking their part in the creation of a place that became not just a nation, not just a state, but an indelible idea. Written in fast-paced prose, rich with personal observation and a passionate sense of place, Big Wonderful Thing calls to mind the literary spirit of Robert Hughes writing about Australia or Shelby Foote about the Civil War. Like those volumes it is a big book about a big subject, a book that dares to tell the whole glorious, gruesome, epically sprawling story of Texas. No Cape Required sets out a vision for a

new approach to leadership and emphasizes the need to develop both the individual and the organizational environment within which people are expected to lead and succeed. This book illuminates the path toward taking charge of leadership development and influencing the organization to be well prepared for the abundant leadership revolution. Readers will learn how costly the dominant hero-leader paradigm is and why it's vital, in today's "VUCA World" of volatility, uncertainty, complexity, and ambiguity, to develop a new and more relevant approach to leadership and leadership development. This book offers managers insight into the behaviors and skills needed to deliver, along with the engaging styles available to build more successful teams and experience better relationships with colleagues. This book addresses equality through its message of abundant leadership; not emphasizing one group over another, but pointing out the need to unlock the talents and potential of everyone in the organization. The Ninth Edition of this bestselling introductory text features a completely up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. Core topics highlighted within these areas include ethics and social responsibility, forms of business ownership, small business concerns, and international issues. New coverage in the Ninth Edition

more closely examines economics, the role of teams, customer relationship management, and globalization. In addition to updating and revitalizing the content, the authors have redesigned the entire textbook program to highlight its strengths as the most accessible and student friendly program on the market. The Your Guide to an A passkey ensures student success and mastery through premium online study content, including ACE Plus practice tests, flashcards, MP3 audio chapter summaries and quizzes, interactive games, and Career Snapshots. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. From its first appearance in 1995, this book has been consistently well received by tutors and students alike. Now with a revised and updated 3rd edition the authors have updated the original text to better reflect the latest developments in Software Project Management. Commerce has become an area of central importance to the South Pacific region. Although the countries are small it is widely acknowledged that their need to promote and develop commercial enterprise is crucial for their future sustainability. This new textbook is the first to examine the main areas of commercial law in the common law jurisdictions of the South Pacific region. These jurisdictions include the Cook Islands, Fiji Islands, Kiribati,

Marshall Islands, Niue, Nauru, (Western) Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu. The text is divided into six parts each with its own introduction to aid the reader through each particular area. Utilising both a structural and transactional approach it examines: the establishment and termination of commercial organizations the internal and external relations within and between organizations the legal principles applicable to various kinds of commercial dealings eg. insurance, sale of goods, bills of exchange aspects of foreign trade and international commerce relevant to the region. Knowledge of the legal principles that regulate commercial activity within the South Pacific Region is essential for the communities themselves and for those from outside interested in doing business in the area. Students studying commercial law in the region will find this textbook essential reading as will those involved, or seeking to become involved, in commercial activity there Appraising Business Opportunities: The Stratisquare Framework appraises business opportunities taking account of multiple of considerations It matters to an organisation, whether a buyer or supplier, that appropriate contracts are used. There are specific conditions that determine the appropriate choice of contractual relationship. These conditions include the production processes used by the buyer and supplier. Certain contract types are best suited

to specific production processes. Therefore, misalignment of contract type diminishes the core competencies of the organisation, consequently its competitive advantage, and its economic value. Strategic Economic Relationships: Contracts and Production Processes provides practical guidance in the form of: A framework to distinguish different contract types, and Analytical tools to determine the appropriate contract type for the specific conditions facing the organisation. Examples are drawn from the private and public sectors especially as applied to the construction and infrastructure, and information technology/management sectors - sectors characterised by their complex production processes. The framework and analytical tools have their foundations in economic, and production/operational management literature and practice. This text explains the principles of IT-related project management, including project planning, monitoring and control, change management, risk management, and communication between project stakeholders. With his unmatched investigative skill, Bob Woodward tells the behind-the-scenes story of how President George W. Bush and his top national security advisers led the nation to war. Extensive quotations from the secret deliberations of the National Security Council and firsthand revelations of the private thoughts, concerns and fears of the president and his

war cabinet, make BUSH AT WAR an unprecedented chronicle of a modern presidency in a time of grave crisis. Based on interviews with more than a hundred sources and four hours of exclusive interviews with the president, BUSH AT WAR reveals Bush's sweeping, almost grandiose vision for remaking the world. Woodward's virtual wiretap into the White House Situation Room reveals a stunning group portrait of an untested president and his advisers, three of whom might themselves have made it to the presidency. In BUSH AT WAR, Bob Woodward once again delivers a reporting tour de force. Presents roadmap to implementing next level supply management practices and strategies. This title outlines the critical success factors for leading your company to the next level in procurement practices and performance and provides a transformation model to improve bottom-line results. Disaster health is an emerging field that focuses on developing prevention, preparation, response and recovery systems for dealing with health problems that result from a disaster. As disasters worldwide differ in their nature, scope and cultural context, a thorough understanding of the fundamental tenets of sound disaster health management is essential for both students and practitioners to participate confidently and effectively in the field. Disaster Health Management is the first comprehensive textbook to provide a standard guide to

terminology and management systems across the entire spectrum of disaster health. Authored by experienced educators, researchers and practitioners in disaster health management, this textbook provides an authoritative overview of: The conceptual basis for disaster management Systems and structures for disaster management Managing disasters through the continuum of preparedness, response and recovery The variations associated with both natural and technological disasters The strategic considerations associated with leadership, research, education and future directions. Using Australasian systems and structures as examples of generic principles which will find application globally, Disaster Health Management is an essential text for both undergraduate and postgraduate students, as well as for professionals involved in all aspects of disaster management. Now with a new chapter that focuses on what great bosses really do. Dr. Sutton reveals new insights that he's learned since the writing of Good Boss, Bad Boss. Sutton adds revelatory thoughts about such legendary bosses as Ed Catmull, Steve Jobs, A.G. Lafley, and many more, and how you can implement their techniques. If you are a boss who wants to do great work, what can you do about it? Good Boss, Bad Boss is devoted to answering that question. Stanford Professor Robert Sutton weaves together the best psychological and management research with

compelling stories and cases to reveal the mindset and moves of the best (and worst) bosses. This book was inspired by the deluge of emails, research, phone calls, and conversations that Dr. Sutton experienced after publishing his blockbuster bestseller *The No Asshole Rule*. He realized that most of these stories and studies swirled around a central figure in every workplace: THE BOSS. These heart-breaking, inspiring, and sometimes funny stories taught Sutton that most bosses - and their followers - wanted a lot more than just a jerk-free workplace. They aspired to become (or work for) an all-around great boss, somebody with the skill and grit to inspire superior work, commitment, and dignity among their charges. As Dr. Sutton digs into the nitty-gritty of what the best (and worst) bosses do, a theme runs throughout *Good Boss, Bad Boss* - which brings together the diverse lessons and is a hallmark of great bosses: They work doggedly to "stay in tune" with how their followers (and superiors, peers, and customers too) react to what they say and do. The best bosses are acutely aware that their success depends on having the self-awareness to control their moods and moves, to accurately interpret their impact on others, and to make adjustments on the fly that continuously spark effort, dignity, and pride among their people. Gain a solid understanding of business today and what it takes to become a better employee, more informed consumer, and even a successful business

owner with the best-selling *FOUNDATIONS OF BUSINESS*, 5E. This up-to-date, comprehensive survey of business highlights forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics and special features examine ethics and social responsibility, small business and entrepreneurship, and global issues, while new coverage addresses cutting-edge topics, such as the impact of social media in business, the economic recovery and remaining economic issues, international business, green and socially responsible business, and sustainability. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. *Human Factors Methods for Improving Performance in the Process Industries* provides guidance for managers and plant engineering staff on specific, practical techniques and tools for addressing forty different human factors issues impacting process safety. Human factors incidents can result in injury and death, damage to the environment, fines, and business losses due to ruined batches, off-spec products, unplanned shutdowns, and other adverse effects. Prevention of these incidents increases productivity and profits. Complete with examples, case histories, techniques, and implementation methodologies,

Human Factors Methods for Improving Performance in the Process Industries helps managers and engineering staff design and execute an efficient program. Organized for topical reference, the book includes: An overview on implementing a human factors program at the corporate level or the plant level, covering the business value, developing a program to meet specific needs, improving existing systems, roles and responsibilities, measures of performance, and more. Summaries of forty different human factors relating to process safety, with a description of the tools, a practical example with graphics and visual aids, and additional resources. Information on addressing the OSHA Process Safety Management (PSM) requirement for conducting human factors reviews in process hazard analyses (PHAs). A CD-ROM with a color version of the book. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file. In the fall of 1980, Genentech, Inc., a little-known California genetic engineering company, became the overnight darling of Wall Street, raising over \$38 million in its initial public stock offering. Lacking marketed products or substantial profit, the firm nonetheless saw its share price escalate from \$35 to \$89 in the first few minutes of trading, at that point the largest gain in stock market history. Coming at a time of economic recession and declining technological

competitiveness in the United States, the event provoked banner headlines and ignited a period of speculative frenzy over biotechnology as a revolutionary means for creating new and better kinds of pharmaceuticals, untold profit, and a possible solution to national economic malaise. Drawing from an unparalleled collection of interviews with early biotech players, Sally Smith Hughes offers the first book-length history of this pioneering company, depicting Genentech's improbable creation, precarious youth, and ascent to immense prosperity. Hughes provides intimate portraits of the people significant to Genentech's science and business, including cofounders Herbert Boyer and Robert Swanson, and in doing so sheds new light on how personality affects the growth of science. By placing Genentech's founders, followers, opponents, victims, and beneficiaries in context, Hughes also demonstrates how science interacts with commercial and legal interests and university research, and with government regulation, venture capital, and commercial profits. Integrating the scientific, the corporate, the contextual, and the personal, Genentech tells the story of biotechnology as it is not often told, as a risky and improbable entrepreneurial venture that had to overcome a number of powerful forces working against it. NATIONAL BESTSELLER • This incredible true history of the colonization of Australia explores how the convict transportation system

created the country we know today. "One of the greatest non-fiction books I've ever read ... Hughes brings us an entire world." —Los Angeles Times Digging deep into the dark history of England's infamous efforts to move 160,000 men and women thousands of miles to the other side of the world in the eighteenth and nineteenth centuries, Hughes has crafted a groundbreaking, definitive account of the settling of Australia. Tracing the European presence in Australia from early explorations through the rise and fall of the penal colonies, and featuring 16 pages of illustrations and 3 maps, *The Fatal Shore* brings to life the history of the country we thought we knew. Annotation Written by the team who created the syllabus and exam papers, this textbook encompasses the entire syllabus of the ISEB Foundation Certificate in IS Project Management. *Palliative Care* is the first book to provide a comprehensive understanding of the new field that is transforming the way Americans deal with serious illness. Diane E. Meier, M.D., one of the field's leaders and a recipient of a MacArthur Foundation "genius award" in 2009, opens the volume with a sweeping overview of the field. In her essay, Dr. Meier examines the roots of palliative care, explores the key legal and ethical issues, discusses the development of palliative care, and presents ideas on policies that can improve access to palliative care. Dr. Meier's essay is followed by reprints of twenty-five of the most

important articles in the field. They range from classic pieces by some of the field's pioneers, such as Eric Cassel, Balfour Mount, and Elizabeth Kübler-Ross, to influential newer articles on topics such as caregiving and cost savings of palliative care. The reprints cover a wide range of topics including: Why the care of the seriously ill is so important Efforts to cope with advanced illness Legal and ethical issues Pain management Cross-cultural issues Philosophical perspective The demand for palliative care has been nothing short of stunning—largely because of palliative care's positive impact on both the quality and the cost of care provided to seriously ill individuals. By providing a wide-ranging perspective on this growing field, this book will serve as a guide for developing meaningful approaches that will lead to better health care for all Americans. The tenth edition of this best-selling introductory text features an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. Core topics highlighted within these areas include ethics and social responsibility, forms of business ownership, small business concerns, and international issues. New coverage in this edition more closely examines cutting-edge topics like the 2008 economic crisis, green business, and sustainability. In addition to updating and revitalizing the content, the authors have

redesigned the entire textbook program to highlight its strengths as the most accessible and student friendly program on the market. The new online resources no longer require a passkey and put students on the path to success and mastery through premium online study content, including ACE Plus practice tests, flashcards, MP3 audio chapter summaries and quizzes, interactive games, and Career Snapshots. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. The focus of software engineering is moving from writing reliable large-scale software to ensuring that this software meets the needs of the users for whom it was designed. The business of eliciting and then implementing the (often changing) user requirements is requirements engineering. This book is intended for the undergraduate novice who is being introduced to software requirements engineering. It is a hard subject for which there is no formulaic approach and for which it is sometimes difficult to motivate students who are unaware of the problems involved and therefore the need to study the subject. It therefore begins with small, relatively simple, case studies and builds on these to provide the opportunities to scale up this expertise to large industrial projects. The book will be in three parts: the first provides a guide to all the important requirements engineering

topics; the second gives more detail on useful techniques (for problem definition and modelling); the third contain the complete case studies, extracts from which are used in parts one and two. Requirements Engineering is a jargon-filled subject, so a comprehensive glossary is provided as well as definitions within the text. The increase in project outsourcing has forced traditional programmers to take on the role of project managers and quickly learn how to manage software projects The author discusses all of the essentials in widely accepted project management methodology, from managing programmers to assessing and eliminating risk The book covers the iterative development model, using Microsoft Project 2003, as well as a variety of methodologies including eXtreme, open source, SQA testing, software life cycle management, and more The companion Web site contains tools, case studies and other resources to help even novices get up and running Numerous issues face Pacific states trying to find their way in the early 21st century. Countries are striving to secure the benefits of modernisation. Governance, law and order are needed to reach such a goal, but development cannot be at the price of culture or the environment. The question of how to develop and maintain sound legal systems and legal rules whilst maintaining the unique cultural heritages within the Pacific is a challenge with no easy answer. This interdisciplinary collection

locates issues of law and governance within the particular socio-political context of the Pacific island region, presenting sociological, anthropological and political insights alongside jurisprudential analysis. Key issues including corruption, the role of customary law in modern legal systems, the place of human rights in the Pacific, environmental issues and the structure of the state are explored from a variety of perspectives. The purpose of this book is to reimagine the concept of culture, both as an analytical category and disciplinary practice of dominance, marginalization and exclusion. For decades culture has been perceived as a 'hot topic'. It has been written about and deployed as part of 'a search for excellence'; as a tool through which to categorise, rank, motivate and mould individuals; as a part of an attempt to align individual and corporate goals; as a driver of organizational change, and; as a servant of profit maximisation. The women writers presented in this book offer a different take on culture: they offer useful disruptions to mainstream conceptions of culture. Joanne Martin and Mary Douglas provide multi-dimensional holistic accounts of social relations that point up similarity and difference. Rather than offering totalising or prescriptive models, each author considers the complex, polyphonic and processual nature of culture(s) while challenging us to acknowledge and work with ambiguity,

fluidity and disruption. In this spirit writings of Judi Marshall, Arlie Hochschild, Kathy Ferguson, Luce Irigaray and Donna Haraway are employed to disrupt extant management cultures that lionise the masculine and marginalise the concerns, perspectives and contributions of women and the diversity of women. These writers bring bodies, emotions, difference, resistance and politics back to the centre stage of organizational theory and practice. They open us up to the possibility of cultures suffused with multifarious potentiality rather than homogeneity and faux certainty. As such, they offer new ways of understanding and performing culture in management and organization. This book will be relevant to students and researchers across business and management, organizational studies, critical management studies, gender studies and sociology. 88% of CEOs expect IT professionals to make a greater contribution to business strategy during the next 10 years. Understanding the business implications of IT system development and deployment is therefore key to ensuring IT practitioners and students are properly equipped. Key areas covered in this very accessible introduction are: cost/benefit and risk analysis; integration and implementation; Programme Management; Enterprise Resource Planning (ERP); internet business; B2B and B2C. A new edition of the most popular book of project management case studies,

expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are registered

marks of the Project Management Institute, Inc.) A monumentally informed and irresistibly opinionated guide to the most un-Spanish city in Spain, from the bestselling author of The Fatal Shore. In these pages, Robert Hughes scrolls through Barcelona's often violent history; tells the stories of its kings, poets, magnates, and revolutionaries; and ushers readers through municipal landmarks that range from Antoni Gaudi's sublimely surreal cathedral to a postmodern restaurant with a glass-walled urinal. The result is a work filled with the attributes of Barcelona itself: proportion, humor, and seny—the Catalan word for triumphant common sense. Human Capital Systems, Analytics, and Data Mining provides human capital professionals, researchers, and students with a comprehensive and portable guide to human capital systems, analytics and data mining. The main purpose of this book is to provide a rich tool set of methods and tutorials for Human Capital Management Systems (HCMS) database modeling, analytics, interactive dashboards, and data mining that is independent of any human capital software vendor offerings and is equally usable and portable among both commercial and internally developed HCMS. The book begins with an overview of HCMS, including coverage of human resource systems history and current HCMS Computing Environments. It next explores relational and dimensional database

management concepts and principles. HCMS Instructional databases developed by the Author for use in Graduate Level HCMS and Compensation Courses are used for database modeling and dashboard design exercises. Exciting knowledge discovery and research Tutorials and Exercises using Online Analytical Processing (OLAP) and data mining tools through replication of actual original pay equity research by the author are included. New findings concerning Gender Based Pay Equity Research through the lens Comparable Worth and Occupational Mobility are covered extensively in Human Capital Metrics, Analytics and Data Mining Chapters. Leadership: Enhancing the Lessons of Experience, 9e consists of 16 chapters, four of which cover specific leadership skills and qualities covered in each of the book's four sections. Hughes, Ginnett, and Curphy draw upon three different types of literature - empirical studies; interesting anecdotes, stories, and findings; and leadership skills - to create a text that is personally relevant, interesting, and scholarly. The authors' unique quest for a careful balancing act of leadership materials helps students apply theory and research to their real-life experiences. The 9th edition has been thoroughly updated in virtually every chapter. INTRODUCTION TO BUSINESS, 11E, International Edition is a best-selling introductory text featuring an up-to-date, comprehensive

survey of the functional areas of business: management, marketing, accounting, finance, and information technology. This edition closely examines cutting-edge topics like the impact of the economic crisis and political climate on business, green and socially responsible business, and sustainability. INTRODUCTION TO BUSINESS, 11E, International Edition delivers on expanded choice, increased engagement and improved outcomes by offering innovative custom and technology options that meet the needs of your course. Increase student engagement and improve outcomes by incorporating one of our digital products into your course. eBook: Software Project Management, 5e The full story of the man who brought unprecedented - and since unmatched - success to Liverpool FC Bob Paisley was the quiet man in the flat cap who swept all domestic and European opposition aside and produced arguably the greatest club team that Britain has ever known. The man whose Liverpool team won trophies at a rate-per-season that dwarfs Sir Alex Ferguson's achievements at Manchester United and who remains the only Briton to lead a team to three European Cups. From Wembley to Rome, Manchester to Madrid, Paisley's team was the one no one could touch. Working in a city which was on its knees, in deep post-industrial decline, still tainted by the 1981 Toxteth riots and in a state of open warfare with Margaret Thatcher, he

delivered a golden era - never re-attained since - which made the city of Liverpool synonymous with success and won them supporters the world over. Yet, thirty years since Paisley died, the life and times of this shrewd, intelligent, visionary, modest football man have still never been fully explored and explained. Based on in-depth interviews with Paisley's family and many of the players whom he led to an extraordinary haul of honours between 1974 and 1983, Quiet Genius is the first biography to examine in depth the secrets of Paisley's success. It inspects his man-management strategies, his extraordinary eye for a good player, his uncanny ability to diagnose injuries in his own players and the opposition, and the wicked sense of humour which endeared him to so many. It explores the North-East mining community roots which he cherished, and considers his visionary outlook on the way the game would develop. Quiet Genius is the story of how one modest man accomplished more than any other football manager, found his attributes largely unrecorded and undervalued and, in keeping with the gentler ways of his generation, did not seem to mind. It reveals an individual who seemed out of keeping with the brash, celebrity sport football was becoming, and who succeeded on his own terms. Three decades on from his death, it is a football story that demands to be told. Foundations of Business, 3E gives students the comprehensive preparation

they'll need to SUCCEED in today's competitive business world. By providing a brief survey of the major functional areas of business, including management, marketing, accounting, finance, economics, and information technology, this text introduces the reader to core business practices. In addition, the authors address other important concepts such as ethics and social responsibility, forms of ownership, small business and entrepreneurship, and international business. This edition is filled with cutting-edge content, including up-to-date information on the economic crisis, social networking, competition in the global marketplace, and the green movement, as well as suggestions on how to manage a business in the midst of economic ups and downs. All new Inside Business opening cases, new box features, and new end-of-chapter video cases along with an abundance of study aids help both professors and students achieve SUCCESS, the theme of this edition, in the course and beyond. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Software Project Management 5e

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